





THE ARTAFFAIRS GROUP

Established in 1999, The ArtAffairs Group is the leading business-to-business organization for the professional art and framing community serving over 19,000 users in more than 40 different countries. These users include: art publishers and distributors, artists, agents, art galleries, frame shops, framing suppliers and others.

The ArtAffairs Group consists of three divisions:

1. **ARTAFFAIRS.COM:** A communication channel with rich content and e-commerce capability, allowing for information to be exchanged and traded between companies within the art and framing community.
 - ◆ Over 250 companies presenting their businesses.
 - ◆ More than 19,000 registered users in our E-Directory.
 - ◆ Thousands of products available in the Marketplace.

2. **PUBLICATION:** A printed companion to the web site used to further promote business activities and new product announcements as they take place on-line.
 - ◆ Circulation of 20,000 worldwide
 - ◆ Industry related articles and editorial
 - ◆ Press Releases, Product News, Reviews, and Upcoming Events.
 - ◆ Research over 200 companies in the Showcase Web Site Directory

3. **WEBAFFAIRS:** A consulting division which implements internet and e-commerce strategies to companies within the art and framing industry.
 - ◆ Custom made web sites
 - State of the Art design
 - E-commerce and database implementation
 - Customized administration capabilities

 - ◆ Template Web Sites
 - Your own domain name and email address
 - 10 designs and over 50 sections to choose from
 - E-commerce capabilities
 - Point and click web site administration

 - ◆ PROXY - Your Online Business Management System
 - Manage your inventory.
 - Manage your clientele.
 - Manage your marketing.



Artaffairs.com

1. Registered Services

Stay connected to the Art and Framing industry. You will find up-to-date information and benefit from the following tools:

- **Classifieds Ads:** Buy and Sell used equipment, Post employment opportunities.
- **Press/News Releases:** post and read current press releases on our main page.
- **Event Schedule:** listing of all the relevant events in your industry.
- **Art/Framing Talk:** Post your questions and receive answers from experts in the Industry
- **Receive the bi-weekly newsletter:** be informed of new products, discounts, new companies, etc.
- **Visit showcases:** find new products, art works, and services for your business.
- **Locate all of your suppliers:** use our search engine to find your suppliers in the e-directories.

2. Vendor Services

To become a member, you must purchase a Showcase. A "Showcase" is the equivalent to a low maintenance "mini-web site" reserved for your company on the ArtAffairs.com portal, and links to your existing web site.

Benefits:

- **Sell your Secondary Market Products:** Sell items to other members of the industry.
- **Drive traffic to your web site:** increase page views of your web site with visitors from the different industry sectors.
- **Highlight your profile:** receive maximum exposure on ArtAffairs.com directly from the main page and get your business listed in every issue of our quarterly publication .
- **List your work in the Marketplace:** sell your products to other businesses, gain exposure to publishing and licensing companies, etc.
- **Market Your Artists?** A Showcase can help you market and sell your artist's work.
- **Use our marketplace** to compare prices and shop for the best values. Shop on-line and save time.

3. E-mail Marketing

ArtAffairs.com has more than 20,000 registered users in its web site. You can successfully market to this audience through mass mailing.

How it works:

- Give us your message or create one with our team (include links to your site or images)
- Target the people you want to reach from our list of users
- The Mass mailings can be done whenever you need them.



From custom web site development and hosting, to database management, The ArtAffairs Group can assist with every facet of your project.

TEMPLATE WEB SITES

If you are considering to build a web site for your company, you may wish to choose one of our click and change template web sites.

A template web site is pre-designed and pre-programmed catering to the needs of the art and framing industry.

Simply input your own text, images, and logo, and you are ready to launch a professional web site for your business quickly and easily.

We understand that once your web site is completed, keeping it current and up to date is a big concern. We have eliminated this concern by creating a point and click style administration center where you will be able to change your content and images without web experience, without any additional costs, and without waiting.

A professionally designed web site for your business does not have to cost thousands of dollars. An ArtAffairs template web site is available for \$45.00/ month based on a 2 year monthly contract.

Each template web site includes:

- 7 section pages to customize (eg. Home, Gallery, etc.)*
- 100 thumbnail images and 100 enlargements
- Up to 20 Pages of Content
- Point and click style administration center (Update your own web site!)
- One E-mail Account
- Hosting
- Shopping Cart (optional)
- SSL Security (optional)



PROXY - Your Online Business Management System

SECURITY: Access to your information is controlled by a secure user name and password protected opening page.

- **Manage your inventory:**
 - centralize your inventory within one database accessible to the whole company anywhere in the world.

 - control your inventory more efficiently by knowing exact location, condition, and quantities of your entire inventory at a moments glance.

 - visual references of your inventory for easy identification.

- **Manage your clientele:**
 - maintain a purchase history for individual customers, providing you with an accurate account of their buying trends.

 - Become easily aware of your day to day contact schedules by using our automated follow-up system.

 - establish an organized method of communication with your clients by using the following pre-formatted documents: Fax, Letter, Invoice, and Confirmation.

- **Manage your marketing**
 - announce new products, gallery openings, catalogs, new releases and more by creating your own digital newsletters.

 - use our pre-designed html pages (our graphics with your text) or choose regular text for your newsletters.



CUSTOMIZED WEB SITES

From a simple brochure site to a sophisticated web site with extensive databasing, The ArtAffairs Group will tailor each web site to meet your specific needs and budget.

Services include:

- Database Creation & Maintenance
- e-Commerce Capabilities
- SSL Security (optional)
- Mass E-mailing Campaigns
- E-mail Accounts
- Domain Name Registration

Web sites created and powered by ArtAffairs include:

www.bentleydigital.com
www.artpublishers.org
www.pictureframingmagazine.com
www.websterfineart.com
www.perfectpictureframe.com

ArtAffairs will not only design your new custom web site, but we can also help you market it to the industry once completed. Please contact us for further consultation.

HOSTING

The ArtAffairs Group can host your web sites with:

- 24/7 operation
- SSL Security (optional)
- Technical Support
- Web Site Maintenance
- Upgrades/Updating
- E-mail Accounts



THE PUBLICATION

In this publication, we list and highlight key suppliers to the Art and Framing Industry along with their new product releases. Discover the latest technology, most current industry news, and in-depth editorials

Included within every issue:

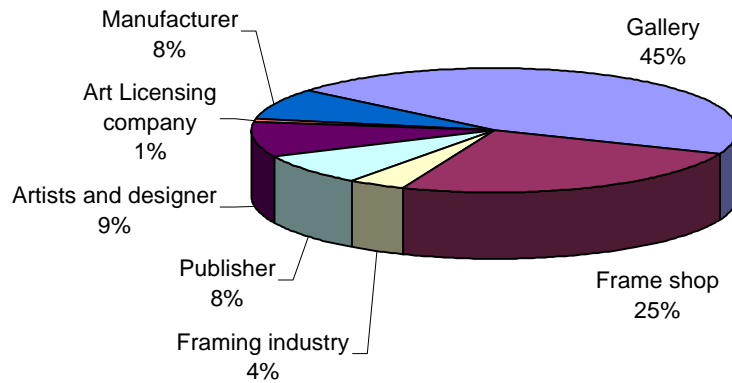
- **our showcase web site directory**, a comprehensive resource tool helping you to easily find the exact company with the products you are looking for.
- **Featured articles** and industry news to keep you aware of industry happenings
- **Press releases** announcing new products, services...from leaders in the industry
- **Classified section** featuring employment opportunities, sales or purchasing of used equipment and more.

Demographics:

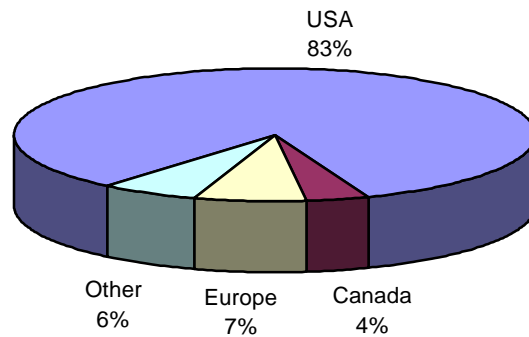
- Circulation: 20 000 internationally by mail and is also distributed by hand at every major industry trade show
- readership:
 - Art Galleries and Frame Shops,
 - Publishers and Distributors
 - Artists
 - Moulding Distributors
 - Manufacturers
 - Interior Designers
 - Printers
 - Other related companies



Readership breakdown by category



Readership breakdown by Geography



ADVERTISING PACKAGES ARE AVAILABLE

PLEASE CONTACT: **BARRY DIAMOND** FOR FURTHER INFORMATION: **877-307-7891**

SPECIAL RATES APPLY FOR ARTAFFAIRS MEMBERS WITH SHOWCASES ONLINE